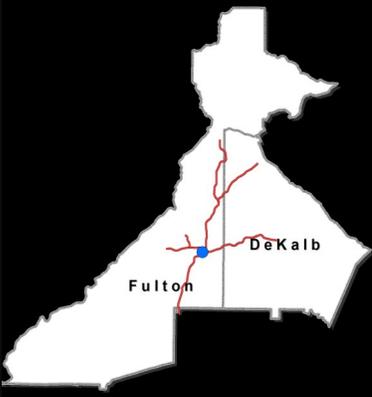


# GARNETT STATION

Transit Oriented Development

## STATION LOCATION



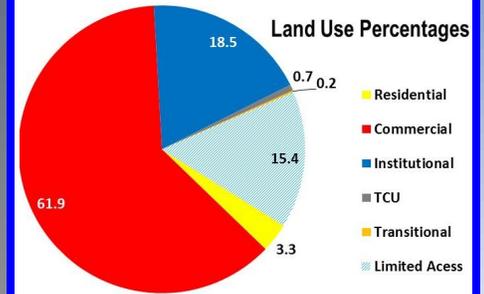
225 Peachtree Street, SW  
Atlanta, GA 30303

## GARNETT Station : An Urban Core Station

The MARTA Transit Oriented Development Guidelines classify Garnett Station as an “Urban Core” station. The “Guidelines” present a typology of stations ranging from Urban Core stations, like Garnett, to Collector stations - i.e., end of the line auto commuter oriented stations such as Indian Creek or North Springs. This classification system reflects both a station’s location and its primary function. The “Guidelines” define Urban Core stations as “...metropolitan-level destinations, at or near the center of the transportation system, where peak hour congestion is most challenging and where the region’s highest transit and pedestrian mode shares (i.e., highest percentage of people arriving by transit or on foot rather than driving) are achievable”. Adjacent to Atlanta’s reborn Castleberry Hill Arts District, Garnett has the potential to attract new development and serve the workers, and visitor heading to the neighborhood’s galleries, shops and restaurants. It provides excellent transit access to neighborhood residents living in nearby high-density lofts and apartments.

## Station Area Profile

### Land Use Within 1/2 Mile



Sources: MARTA GIS Analysis 2012 & Atlanta Regional Commission LandPro 2009.

### Residential Demographics 1/2 Mile

Population	4,757
Median Age	30.8
Households	1,258
Avg. Household Size	1.94
Median Household Income	\$28,251
Per Capita Income	\$19,353

### Business Demographics 1 Mile

Businesses	5,315
Employees	102,988
%White Collar	54.1
%Blue Collar	13.2
%Unemployed	31.7

Source: Site To Do Business on-line, 2011

## STATION ESSENTIALS

Daily Entries:	1,797
Parking Capacity:	0
Parking Utilization:	N/A
Station Type:	Elevated
Station Typology	Urban Core
Land Area	No Excess Land Available

MARTA Research & Analysis 2010

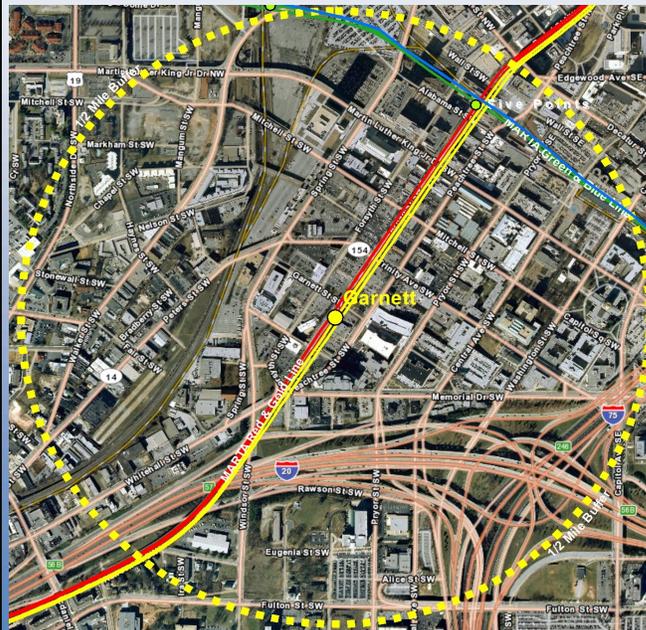
## SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	74
Entertainment	66
Food	73
Retail	63
Shelter	72

Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line, 2011

## Neighborhood Context



Garnett station is a heavy rail transit station located in downtown Atlanta, in central Fulton County, on MARTA’s Red and Gold lines. The station can be found at the corner of Brotherton Street and Peachtree Street, with entrances on both Brotherton and Trinity Avenue. Garnett provides rapid rail service to major destinations including the Buckhead shopping and business district (17 minutes), Midtown (5 minutes), Downtown (1 minute) and Hartsfield-Jackson International Airport (15 minutes). Additionally, the Atlanta terminal for Greyhound Bus Lines is located literally at the foot of the station. There are also Zipcar ride-sharing vehicles within a short walk from Garnett station.



**Land Use and Zoning**

**Land Use**

Garnett station is located in downtown Atlanta near the government and central business districts. The predominant use of land within a half mile of the station is commercial at about 62%. The commercial uses comprise offices, entertainment venues, transportation, and commercial uses that support the governmental operations in the area. Governmental institutional uses such as the Georgia Department of Transportation, Fulton County, and the City of Atlanta comprise about 19%. Limited Access transportation facilities make a large portion of the land use in the area due to its close proximity to the I-20 & I-75/85 interchange. For more detail, please refer to the land use map on page 4.

**Zoning**

Zoning is one of the key elements needed in TOD development. Garnett station is located in Sub-Area 1 of Special Public Interest District 1 (SPI-1). This district was enacted in 2007 to give greater clarity and protection for the unique character and forms that are found in the downtown. Moreover, the district is to provide for a more amenable pedestrian atmosphere by encouraging easier pedestrian access to residential, retail, office, and other merchant offerings. Development near MARTA property in this district would require that a Special Administrative Permit be filed with the City of Atlanta.

The SPI-1 Sub Area 1 district is compatible with the design guidelines contained in MARTA’s recently adopted “TOD Guidelines”. The district allows for TOD friendly densities. The maximum Floor Area Ratio (FAR) allowed in this district is 35. The district’s intent and density provisions are compatible with the development guidelines contained in MARTA’s recently adopted “TOD Guidelines”.

**Urban Core Typology Design Elements**

Below are some of the design themes of the urban core typology. Urban core stations are located in the most intensely developed nodes in the MARTA network. High-rise construction is common and appropriate, although mid-rise buildings are common as well, and mixed uses are combined vertically as well as horizontally. Urban core stations have a built-in TOD advantage in that they are at or near the center of the system and process a high volume of people. For more information on MARTA’s TOD guidelines, please refer to our website at <http://www.itsmarta.com/TOD-real-estate.aspx>.

Land Use Mix and Scale

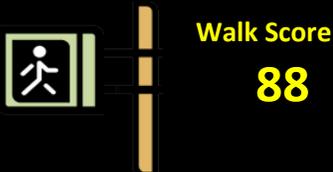
- Office, Institutional, hotels, retail, and restaurants
- Mid to high rise buildings.
- Multi-Family development

Public Realm

- Station is part of the core pedestrian network
- Stations usually grade separated and closely spaced for walking

<b>Urban Core Density Ranges</b>	
Floor Area Ratio	8.0-30.0
Residential Unit Per Acre	75 +
Height In Floors	8-40
Source: MARTA TOD Guidelines	

**Transit Stations are the focal point of successful TOD’s**



**Note:** Walk Score measures how easy it is to live a car-lite lifestyle, not how pretty the area is for walking. Walk Score uses a patent-pending system to measure the walkability of an address. The Walk Score algorithm awards points based on the distance to amenities in each category. Amenities within .25 miles receive maximum points being **100** and no points are awarded for amenities further than one mile.

**90-100 Walker's Paradise** — Daily errands do not require a car.

**70-89 Very Walkable** — Most errands can be accomplished on foot.

**50-69 Somewhat Walkable** — Some amenities within walking distance.

**25-49 Car-Dependent** — A few amenities within walking distance.

**0-24 Car-Dependent** — Almost all errands require a car

Source: Walkscore.com 2012



**Garnett Station Development Opportunity**

Generally MARTA makes land it owns around its stations (called "Joint Development" lands) available through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the [www.itsmarta.com](http://www.itsmarta.com) website where future RFP's/RFQ's will be announced, or contact MARTA's TOD and Joint Development staff at 1-404-848-5695.

MARTA does not own any excess land associated with this station. Therefore, TOD opportunities by way of Joint Development are not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

The area round Garnett station offers a significant opportunity for redevelopment. Its key position in Downtown Atlanta offers immediate access to Castleberry Hill, the Government District and the Central Business District. There are development opportunities that could be considered around the station. There are several blocks of surface parking and distressed building near the station. Much of the surface parking is used to support the various governmental and ancillary private uses in the area. These parking areas could be consolidated into more spatially efficient parking decks that could free up development space around the station and in the immediate surrounding area.



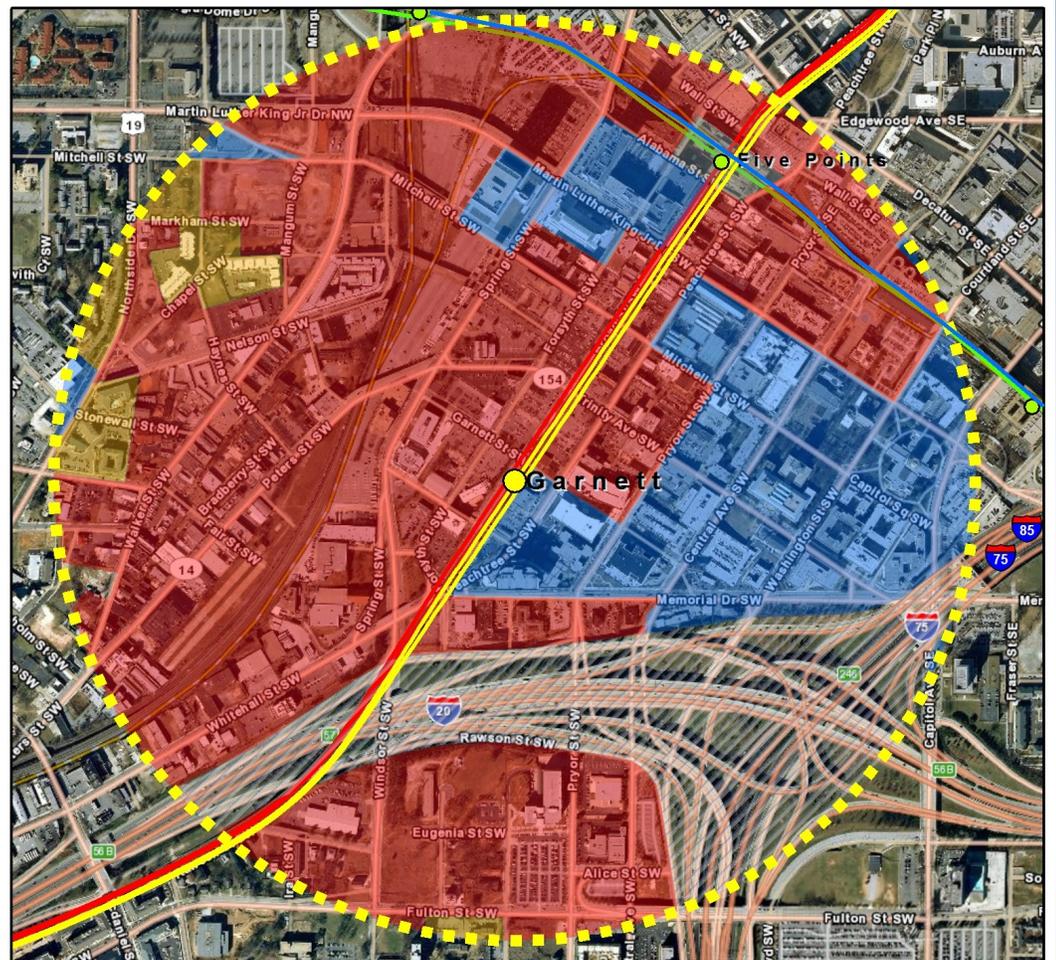
**Atlanta Greyhound Station**



**South Eastern Station Entrance near Greyhound Station**



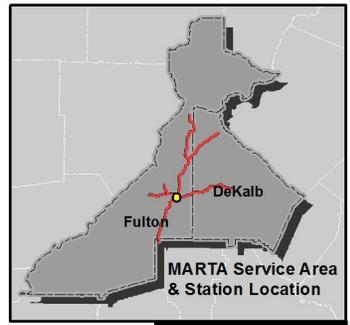
Land Use  
1/2 Mile From Garnett Transit Station



**Legend**

	Garnett Station	<b>Land Use</b>		PARKS
	MARTA Transit Station	<b>Category</b>		RES_MULTI
	1/2 Mile Buffer			TCU
				TRANSITIONAL
				LTD_ACCESS

0 0.25 0.5 Miles



Notes: Aerial Courtesy of ESRI (Last Modified: May 21, 2010)

